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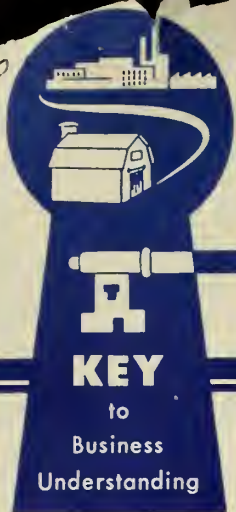
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# Town and Country

## BUSINESS PROGRAM



### ADVERTISING: Salesmanship in Print and Sound

**PURPOSE:** To help further the understanding of advertising and the part it plays in a competitive marketing system.

Advertising is so much a part of our day-to-day living that everyone should have some idea what it is and how it is prepared. Most firms producing goods or services for sale to others find it essential to consider some form of advertising.

You may never be concerned with placement of an advertisement in print, on radio or television. However, you will always be on the receiving end. The typical person is exposed to some sort of advertising hundreds of times each day.

Advertising growth kept step with the expansion of the Nation's economy. Kinds, types and variety of goods to be marketed have increased tremendously in the last 50 years. The number of people for whom these items might fulfill a need or a simple want has more than doubled.

We are living in an age of mass production. This requires mass buying. Through advertising the mass production is matched to the mass markets. The simple multiplication of goods and services has made it impossible for the manufacturer — personally — or through his employees — to tell his sales story to everyone who might be a potential customer. Here's where advertising comes into play.

Advertising does not completely eliminate personal salesmanship: it simply reinforces and supplements the salesman in the performance of his task. Goods and services can be at least partially pre-sold to a large part of the potential market. And it can be done at fairly low costs.

The fundamentals of selling by use of advertising are much the same as those for personal selling. The A-I-D-A of personal salesmanship can also be applied to advertising. The advertisement must *attract attention* of prospective buyers. After attracting the attention of the prospect the advertisement must create a strong *Interest* of the prospect in the product. By pointing out benefits and advantages the advertisement tries to build a strong *Desire* for the product. As a final step the most successful advertisement will motivate buying *Action* on the part of the prospect. There will be a desire of sufficient magnitude to induce the prospect to take steps to purchase the product.



Thus advertising is a form of non-personal selling. It can be considered as salesmanship in print or by sound. In some products — cosmetics, dentrifices, soaps and breakfast cereals — advertising does practically all of the selling. They are sold largely in self-service stores with very little personal salesmanship. Other types of products — meats, grains and similar difficult-to-brand products — seem to be less responsive to advertising efforts.

For other products advertising simply performs the first step in selling. If attention and interest have already been stimulated by advertising, the salesman

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LETTERS

Newspapers

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Posters

DIRECT MAIL

doesn't have to spend as much time on these segments of the sales procedure in making the sale. Cost of direct personal selling can be reduced by bringing the product to the attention of potential customers long before the sale is actually made.

Television, radio, magazines and newspapers are the advertising media to which we are exposed in our daily living. But advertising is also illustrated by direct mail (including catalogs sent to homes), outdoor signboards and handbills delivered to your door.

More than 10 billion dollars is spent on advertising in this country each year. Newspapers, direct mail, television and magazines are the leading media when measured by volume of expenditures. Firms that depend on advertising to do a major part of their sales work will spend millions of dollars for this purpose. One national company has an annual advertising budget of over 98 million dollars. In contrast, many small business firms only advertise in classified ad sections of a local paper. They spend only a few dollars.

It is impossible for a producer to reach vast numbers of people through personal salesmanship. However, one nationally circulated weekly magazine reaches over 6,000,000 people. A 4-color page in the magazine costs about \$40,000. But it is estimated that three or more persons will read each copy of the magazine before it is discarded. This multiple exposure of a single copy of a magazine even further reduces the cost of getting the sales message to potential buyers.

Advertising, in fact, makes it possible for you to buy this magazine for 20 cents. Advertisers pay a major portion of the cost of most magazines, so magazines can reach a broad audience at low cost. Advertising pays the entire bill for radio and television.

Thus, this aspect of marketing has made a major contribution to our whole system of communications. And — the advertiser uses these media to accomplish at least some of the A-I-D-A formula in his advertising program.

Of course, the fact that a company advertises doesn't assure marketing success. Companies sometimes miscalculate in planning for effective advertising or use faulty techniques or the wrong media. This fact points up the difficulty of measuring the exact extent to which a particular advertising program contributes to profits.

### The Advertising Agency

Most advertisements are produced by firms or agencies specializing in the creation and production of advertising. The manufacturer or producer engages an agency to handle his advertising programs. An advertising agency usually will have the accounts of several firms for whom it produces advertising. Agencies range in size from one-man operations to corporations with several thousand employees. The small local agency may have only three or four accounts, but the big ones will produce advertising for several hundred non-competing firms. There are about 3,500 advertising agencies in the United States employing 60,000 people.

While very few companies which place advertisements produce them within their own organizations, most companies have an advertising department. This department guides the advertising program and reports its activities to management.

Sometimes there is only an advertising manager to handle these responsibilities, but in large corporations personnel in this department may number in the hundreds.

The advertising department of a company selects the advertising agency that handles the account and

coordinates its service. It approves campaigns designed by the agency and works closely with account executives on company policies, selection of media and other advertising activities.

Every businessman must answer the question "How much should I spend for advertising?" There are many companies that do well with little or no advertising. Businessmen will agree that the purpose of most advertising is to influence people to buy a particular product or service.

The measure of effective advertising gives a positive answer to the question "Will my increase in revenue be more than the expenses incurred for the advertising program?" In many companies the answer to this question is extremely difficult. Advertising is only one of the factors influencing the sale of a product, and it is hard to isolate the separate effect of advertising in most business organizations. Advertising research workers are seeking more practical ways of measuring the results of their efforts.

Through research and experience the advertising man knows that he must build advertising which proclaims the benefits of the product to the customer. You will notice as you read magazine advertisements, they usually feature a benefit to customers.

### Advertising Media

When an advertiser talks about "media" he refers to the means of carrying the advertising message to the one who sees or hears it.

The media used in advertising include all types of publications, radio, television, sample window displays and many other means of impersonal selling efforts. Every business or product must select the advertising best fitted to the selling task.

In order to decide on the medium to carry particular advertising the advertiser must know who reads or listens to a specified media, how many of his potential customers will see or hear the ad and the influence the media might have with readers and listeners. Confidence in the editorial content of a medium stimulates confidence in its advertising.

The daily newspaper is one of the media most widely known to us as consumers. Thousands of newspapers are available to advertisers. Newspapers have the advantage of heavy coverage in the areas in which they circulate. The newspaper can give the advertiser large audiences in specified market areas. The newspaper is a low cost advertising media. However, this low cost does not mean that it is always the best means of persuading prospects to become active customers.

By paying a premium the advertiser can usually obtain a preferred position on a page or in a section of the paper. A food manufacturer can assure his message being placed on the foods page by this selection. By appearing in strategic positions within the newspaper his message might have more sales impact.

While newspapers provide extensive coverage for the advertising message, magazines are more selective in their audience. Most magazines are designed to appeal to the specific interest groups. This kind of limited audience is achieved through editorial content and circulation policy.

Women's magazines feature family and home articles and are excellent for food and clothing advertisements which present products purchased largely by the homemaker.

General consumer magazines are of interest to almost the entire family of reading age. They attempt to reach vast numbers of families which represent purchasing power to buy a wide variety of consumer goods and services.

While advertising agencies differ widely in their internal organizations the specialized departments are illustrated in this chart.





Business magazines are among the most selective in circulation. These trade papers carry articles which are of special interest to businessmen of various kinds. Nearly every business or trade has its own special publications which carry highly specialized advertising. Trade papers which circulate to the executives of trucking firms will carry advertisements for products which these businessmen must purchase for their particular enterprises.

Agricultural magazines are a specialized medium of interest to the advertiser of tractors, trucks, equipment and merchandise of special interest to farm families.

The published media can provide the advertiser with audited data as to circulation. Measurement in the broadcast media becomes more difficult. The area covered by a television or radio station is easily determined but the problem arises when attempting to estimate if the audience is listening and/or watching the show. Broadcasters make detailed studies of program ratings and other audience information for various programs and periods of the day. There are companies that specialize in radio and television research. Data obtained by these firms provide a basis for many decisions on use of the media.

Newspapers and the various types of magazines validate their circulation figures by having their subscription lists audited by an outside firm. These firms, which are recognized in the advertising trade, issue statements about the circulation of publications. They give the advertiser an idea of the quantity and quality of circulation. They also tell how circulation is obtained. Subscriptions which are secured by price cutting and high pressure selling do not have the value of circulation built entirely on editorial quality and effective marketing of the publication itself.

Nearly every American family is within reach of either radio, television or both. While television has had the most rapid growth of all media in the last 15 years it retains many of the similarities of its radio cousin. The appearance of television as a media and its rapid growth have made tremendous changes in advertising.

Television and radio provide as great a variety of choice to the advertiser as do the print media. There are more than 3,000 commercial radio and television companies operating in the United States. Advertising can be placed on a local or network basis. This gives the audio-visual media a great deal of flexibility in

reaching audiences. The advertiser must select station networks and times which provide greatest opportunity to reach potential customers.

In considering advertising even the most casual study cannot overlook the outdoor advertising media. These are the large posters, painted walls, displays and spectacular electric signs like those seen on Broadway in New York. This type of advertising does not go to the consumers. In effect outdoor advertising is positioned so that the maximum numbers of people cannot avoid seeing the message. Thus, advertising exposure for outdoor media is high.

Of course, just as with the print and broadcast media, there are great differences in the market coverage of a poster advertisement. The coverage can be national in scope or limited to a neighborhood. The firm which operates a series of posters is called a plant. The plant sets the price on a poster board according to its volume and quality of circulation which normally can be expected to pass the poster. Most plants have sufficient posters available to give coverage for a particular market. There are about 1,000 plants which are the basis of the outdoor advertising industry.

We would be amiss if, in our hasty survey of advertising and its role in business and marketing, we overlooked some of the other forms which aid in impersonal selling. Consider transportation advertising with posters that include the signs placed in and on street cars, subway cars, taxis and buses. This is a minor medium because space available for this purpose is limited. Consider also the role of advertising in your school annual and in programs distributed for theatrical and athletic events.

Point of purchase advertising is the advertising placed in retail stores. Window displays and counter displays of all sorts constitute this important advertising means. The manufacturer usually ships the display directly to the retailer for installation on the premises.

Direct mailing is a form of advertising which reaches every home through mailing cards, letters, leaflets, folders, booklets, catalogs and house organs.

Advertising takes unique forms from the bookmatch to the blotter. Exhibits, demonstrations and novelties all add to the efforts to make another person a customer for a particular product or service.

As Mark Twain said, "Trying to sell without advertising is like trying to wink at a girl in the dark."

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